

## Message Text

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44

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 USIA-15 /035 W

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P R 180958Z SEP 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 3146

INFO AMCONSUL MILAN

AMEMBASSY PARIS

UNCLAS ROME 13422

PARIS FOR USTS

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: PROPOSED DISCOVER AMERICAN TRAVEL ORGANIZATIONS INTERNATIONAL  
COMMITTEE TEAM VISIT TO ROME - OCTOBER 7-12

REF: STATE 216013

1. AFTER DISCUSSIONS WITH FULL VISIT -USA COMMITTEE, WE CONCUR  
WITH VISIT OF DATO INTERNATIONAL COMMITTEE TO ROME.  
WE PLAN, HOWEVER TO LIMIT  
VISIT - USA COMMITTEE -ARRANGED ACTIVITIES TO COTOBER 9 AND 10 AS  
FOLLOWS:

OCTOBER 9-10:00 A.M. MEETING WITH COMMERCIAL SECTION AT  
EMBASSY TO DISCUSS DRAFT MARKETING  
OUTLINE (SEE PARA 3).

OCTOBER 9 - EVENING COCKTAIL PARTY (STAG) AT HOME OF  
TWA REPRESENTATIVE (SEE PARA 4).

OCTOBER 10-9:30 A. M. MEETING WITH VISIT-USA COMMITTE AT  
EMBASSY.

OCTOBER 10 - 1:00 P.M. LUNCH MEETINGS BETWEEN US-BASED  
OFFICIALS AND ROME REPS (TO BE  
CONFIRMED ON ARRIVAL).

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2. EFFECT OF OUR SCHEDULE IS TO SHORTEN VISIT TO ROME  
BY ONE DAY OCTOBER 7, ON ASSUMPTION THAT OCTOBER 8 WILL BE FOR  
APPOINTMENTS MADE DIRECTLY BY DATO.

3. PLEASE INFORM DATO THAT WE WILL BE UNABLE TO ALLOCATE EMBASSY  
RESOURCES TO THE VISIT -USA CAMPAIGN IN ADDITION TO THOSE AGREED TO  
IN THE FY 76 CCP. WE ASSUME, THEREFORE, THAT THE MARKETING  
PLAN UNDER DISCUSSION WILL NOT REQUIRE US TO EXCEED THESE  
RESOURCE COMMITMENTS.

4. OUR SCHEDULING OF A COCKTAIL PARTY PRESUMES THAT  
THE DATO COMMITTEE WILL HAVE MONEY TO PAY FOR IT. TOTAL  
COSTS FOR 35-40 PEOPLE WILL BE \$350. WE WERE ABLE TO HOLD  
DOWN COSTS CONSIDERABLY BY HAVING THE PARTY AT THE HOME OF TWA REP.  
PLEASE CONFIRM AVAILABILITY OF MONEY PRIORITY CABLE TO PERMIT  
US TO GO FORWARD WITH PLANS. VOLPE

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## Message Attributes

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